



2021 Political Rates - 30 second spots

February 20th - April 6th - Primary Election

| STATION | Monday-Friday | | | | Saturday -Sunday | | | |
|---------------------|---------------|----------|-----------|------------|------------------|----------|-----------|------------|
| | NP ISSUE | NP P1 | PWN P2 | PWON P3 | NP ISSUE | NP P1 | PWN P2 | PWON P3 |
| KEZO 92.3FM | | | | | | | | |
| 6am - 10am | \$130 | \$110 | \$90 | \$55 | \$25 | \$20 | \$15 | \$5 |
| 10am - 3pm | \$80 | \$60 | \$50 | \$27 | \$35 | \$25 | \$20 | \$5 |
| 3pm - 7pm | \$70 | \$50 | \$40 | \$18 | \$35 | \$25 | \$20 | \$5 |
| 7pm - Mid | \$20 | \$15 | \$10 | \$7 | \$20 | \$15 | \$10 | \$2 |
| KSRZ 104.5FM | | | | | | | | |
| 6am - 10am | \$80 | \$70 | \$60 | \$27 | \$20 | \$15 | \$10 | \$10 |
| 10am - 3pm | \$90 | \$80 | \$70 | \$35 | \$30 | \$25 | \$20 | \$10 |
| 3pm - 7pm | \$80 | \$70 | \$60 | \$25 | \$30 | \$25 | \$20 | \$6 |
| 7pm - Mid | \$20 | \$15 | \$10 | \$3 | \$15 | \$10 | \$5 | \$3 |
| KQCH 94.1FM | | | | | | | | |
| 6am - 10am | \$110 | \$90 | \$80 | \$50 | \$25 | \$20 | \$15 | \$10 |
| 10am - 3pm | \$80 | \$70 | \$60 | \$30 | \$30 | \$25 | \$20 | \$15 |
| 3pm - 7pm | \$80 | \$70 | \$60 | \$30 | \$30 | \$25 | \$20 | \$10 |
| 7pm - Mid | \$20 | \$15 | \$10 | \$8 | \$15 | \$10 | \$5 | \$3 |
| KKCD 105.9FM | | | | | | | | |
| 6am - 10am | \$70 | \$50 | \$30 | \$12 | \$20 | \$15 | \$10 | \$5 |
| 10am - 3pm | \$70 | \$50 | \$30 | \$12 | \$25 | \$20 | \$15 | \$10 |
| 3pm - 7pm | \$70 | \$50 | \$30 | \$12 | \$25 | \$20 | \$15 | \$5 |
| 7pm - Mid | \$20 | \$15 | \$10 | \$4 | \$10 | \$7 | \$5 | \$2 |
| KXSP 590AM | | | | | | | | |
| 6am - 10am | \$25 | \$20 | \$15 | \$4 | \$15 | \$10 | \$5 | \$3.50 |
| 10am - 3pm | \$25 | \$20 | \$15 | \$11 | \$15 | \$12 | \$10 | \$7 |
| 3pm - 7pm | \$25 | \$20 | \$15 | \$12 | \$15 | \$12 | \$10 | \$5 |
| 7pm - Mid | \$10 | \$7 | \$5 | \$2 | \$10 | \$7 | \$5 | \$2 |

P1 - Non-Preemptable except for unforeseen program changes or technical difficulties.

P2 - Preemptable with notice and makegood, unless unforeseen program changes or technical difficulties.

P3 - Preemptable without notice, makegood dayparted in the same daypart

Packages available upon request. Rates are Gross. Rates are Commissionable.

Political Disclosure statement included with all rate requests

POLITICAL WINDOWS

| | | | Election day | |
|--|-----------|-----------|--------------|------------------------|
| IOWA Primary | 1/16/2021 | 3/2/2021 | 3/2/2021 | IA Governor, Senate |
| Nebraska Primary | 2/20/2021 | 4/6/2021 | 4/6/2021 | NE Mayor, City Council |
| Special Election | 3/11/2021 | 5/11/2021 | 5/11/2021 | |
| General | 9/3/2021 | 11/2/2021 | 11/2/2021 | NE Governor |
| 10714 Mockingbird Dr. Omaha, NE 68127 (531) 710-1116 | | | | |